

## ASSIGNMENT

WHEREAS, we, Pierfrancesco La Mura, a citizen of Italy residing at 440 Monroe Drive, Palo Alto, California 94306, Moshe Tennenholtz, a citizen of Israel, residing at 641 East Meadow Drive, Palo Alto, California 94306, and Yoav Shoham, a citizen of Israel, residing at 4058 Orme Street, Palo Alto, California 94306, have invented a "ENHANCED AUCTION MECHANISM FOR ONLINE TRANSACTIONS" for which we have executed application papers for a U.S. patent thereon, which was filed on August 18, 2000, serial No. not yet assigned; and

WHEREAS, Commerce Games, Inc., a California corporation, having a place of business at 390 Cambridge Avenue, Palo Alto, California 94306, is desirous of acquiring the exclusive right, title and interest in and to said invention and in and to the Letters Patent to be granted and issued therefore in the United States of America and its territories and possessions, and all countries foreign thereto;

NOW, THEREFORE, for a valuable consideration, the receipt of which is hereby acknowledged, we, Pierfrancesco La Mura, Moshe Tennenholtz and Yoav Shoham, do sell, assign, transfer and set over unto the said Commerce Games, Inc., its successors and assigns, the full and exclusive right, title and interest in and to said invention, and in and to any and all Letters Patent to be granted and issued therefor, not only for, to and in the United States of America, its territories and possessions, but also for, to and in all other countries including all priority rights under the International Convention; and we hereby authorize and request the Commissioner of Patents and Trademarks to issue said Letters Patent to Commerce Games, Inc., its successors and assigns, in accordance with this Assignment.

WITNESS OUR HAND at Palo Alto, California, this  
23rd day of August, 2000.

Pierfrancesco La Mura  
Pierfrancesco La Mura

Moshe Tennenholtz  
Moshe Tennenholtz

Yoav Shoham  
Yoav Shoham

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TARA WASHINGTON, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

011247/0756



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

JANUARY 22, 2001

PTAS

SIERRA PATENT GROUP, LTD.  
TERI MUIR  
P.O. BOX 6149  
STATELINE, NV 89449



UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 11/07/2000

REEL/FRAME: 011247/0756  
NUMBER OF PAGES: 2

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:  
LA MURA, PIERFRANCESCO

DOC DATE: 08/23/2000

ASSIGNOR:  
TENNHOLTZ, MOSHE

DOC DATE: 08/23/2000

ASSIGNOR:  
SHOHAM, YOAV

DOC DATE: 08/23/2000

ASSIGNEE:  
COMMERCE GAMES, INC.  
390 CAMBRIDGE AVENUE  
PALO ALTO, CALIFORNIA 94306

SERIAL NUMBER: 09642078  
PATENT NUMBER:

FILING DATE: 08/18/2000  
ISSUE DATE:

11-21-2000

FORM PTO-1595



U.S. Department of Commerce  
Patent and Trademark Office

RL

101522543

IEET

PATENTS ONLY

To the Honorable Assistant Commissioner for Patents: Please record the attached original documents or copy thereof.

1. Names of conveying party(ies)

Pierfrancesco La Mura, Moshe Tennenholtz  
and Yoav Shoham

2. Name and address of receiving party(ies)

Name: Commerce Games, Inc.

Additional names (s) of conveying party(ies) attached ( ) yes (X) no

Internal Address: \_\_\_\_\_

3. Nature of conveyance:

(X) Assignment ( ) Merger

( ) Security Agreement ( ) Change of Name

( ) Other \_\_\_\_\_

Street Address: 390 Cambridge Avenue

City: Palo Alto State: CA Zip: 94306

Execution Date: August 23, 2000

Additional names (s) & address(es) attached? ( ) Yes (X) No

4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of application is \_\_\_\_\_

A. Patent Application No.(s)

09/642,078

B. Patent No.(s)

Additional numbers attached? ( ) Yes (X) No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Sierra Patent Group, Ltd.

Internal Address: \_\_\_\_\_

Address: P.O. Box 6149

City: Stateline State: NV Zip: 89449

6. Total number of applications and patents involved: \_\_\_\_\_

7. Total fee (37CFR 3.41).....\$40.00

(X) Enclosed

( ) Authorized to be charged to deposit account

8. Deposit account Number: 50-0612

(Attached duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Teri Muir

*Teri Muir*

11-3-00

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and documents 5

Mail documents to be recorded with required cover sheet information to:

Assistant Commissioner for Patents, Box Assignment, Washington, D.C. 20231